



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**"If you are interested
exclusively in New Jersey,
NJTV is clearly the place to
be."**

-NJ Public Media Forum Study

LOCAL VALUE

NJTV's local services had deep impact in New Jersey and its neighboring states, on and off the small screen.

2015 KEY SERVICES

In 2015, NJTV provided these vital local services: Emergency Broadcast Service, quality local and national public television programming and community partnership initiatives.

LOCAL IMPACT

NJTV, New Jersey's Public Television Network, is a valuable part of the New Jersey metropolitan area's advancement.



2015 LOCAL CONTENT AND SERVICE REPORT

COMMUNITY CONTENT

2015 has been a time of growth for NJTV, New Jersey's public television network, with a record continued service to the state with Jersey-centric news and programming. We continue to produce **more than 30 hours of local programming each week**, exceeding the 20-25 hours initially promised when the network operations began in 2011.

Some of the highlights:



Appointment Local Programming

NJTV continues to provide a dedicated primetime block called **NJmade**, featuring exclusively local programming, making it easier to find. Viewers can tune in **Wednesdays at 8pm** to catch rotations of popular local series.

Spotlight on Local Politics



NJTV offered **ongoing coverage of political events and discussion throughout the year, from Governor Chris Christie's State of the State and Budget Addresses to Election Night in November**. The network uses its Newark and Trenton, NJ, studios to get the latest scoop from legislators at the source for both its weeknight newscast, **NJTV News with Mary Alice Williams** and public affairs programming like **Reporters Roundtable** and **On the Record with Michael Aron**. Governor Chris Christie, U.S. Senators Robert Menendez and Cory Booker and U.S. Attorney for New Jersey Paul Fishman are among the politicians and thought leaders who have all made appearances on NJTV.

Additionally, NJTV and *NJTV News* continue to provide live coverage of the Governor's press conferences, from weather-related state-of-emergency messaging to his Presidential candidacy announcement.

NJTV's ongoing local television series:

NJTV News: Half-hour local news program concentrating on issues and news affecting New Jerseyans.

Classroom Close-Up NJ: Half-hour weekly program featuring New Jersey's public school success stories.

Caucus: New Jersey: Half-hour Caucus Educational Corporation series combines in-depth documentary coverage with insightful studio interviews and discussion, tackling a range of important issues.

Conversations with Steve Adubato at NJPAC: Hour-long discussions with policymakers and high-profile local personalities, taped at the New Jersey Performing Arts Center.

Driving Jersey/Here's the Story: Half-hour monthly program that hits the road to tell the stories of unique people and places across the Garden State.

Due Process: Half-hour weekly program addressing contemporary legal issues and discussion with the professionals and experts closest to them.

NJDocs: Monthly series featuring the work of local filmmakers and/or films with a Jersey-centric theme.

On the Record with Michael Aron: Half-hour weekly public affairs program featuring one-on-one interviews with New Jersey newsmakers and lawmakers.

Pasta & Politics with Nick Acocella: Half-hour program featuring conversation and cooking with local political figures.

Reporters Roundtable with Michael Aron: Half-hour weekly public affairs program featuring reporters discussing New Jersey's headline issues.

State of the Arts: Half-hour weekly program goes on-location with creative personalities and places in New Jersey.

This is South Jersey with Marianne Aleardi: Half hour show spotlights the people and places that make the southern counties of New Jersey great.

Special Programming:

American Songbook at NJPAC: Multi-part music series featuring performances of American Songbook standards by stars of stage, screen and concert halls followed by a Q&A session conducted by Ted Chapin, president and executive director of Rodgers & Hammerstein: An Imagen Company.



Meet the Midtown Men: 60-minute docu-music program, a follow-up to *The Midtown Men: Live in Concert!* special, produced by NJTV and filmed at NJPAC in Newark, NJ. This new program features the back stories of four original cast members of Broadway's *Jersey Boys* who came together to create The Midtown Men band with a shared love of Sixties music.

Live Specials/News Coverage:

NJTV continued its commitment to broadcast pertinent political and special events, both on-air and online, including coverage of the following:

- Gov. Chris Christie's **State of the State Address** and **State Budget Address**
- Gov. Christie's Presidential candidacy announcement.
- **Election Night** in New Jersey

Community Advisory Board

NJTV was delighted to continue to grow its Community Advisory Board in 2015. This group, representing various industries and interests across the state, will be relied upon for insight about how the network can best serve New Jersey.

Community partnerships

CONTENT BUREAUS: NJTV partners with colleges, universities and other institutions to create local content. Rutgers-Camden in Camden, NJ, became a partner in 2015.

AMERICAN SONGBOOK AT NJPAC - NJTV partnered with the New Jersey Performing Arts Center (NJPAC) to produce the third season of its music series, *American Songbook at NJPAC*. The five-part series, taped before a live audience at NJPAC's Victoria Theater, featured performances from eight stars of stage, screen and concert halls including Marilyn Maye and Christine Ebersole. Each performs their favorite American Songbook standards with a Q&A session conducted by Ted Chapin, president and executive director of Rodgers & Hammerstein: An Imagen Company.

Reaching local educators and students

PBS LEARNINGMEDIA NJ– This microsite on NJTVonline.org offers free teaching resources to educators, including classroom-ready lesson plans and video clips derived from PBS programming and professional development tips. Its content includes segments from NJTV's local series *Classroom Close-Up, NJ*.

NJEA CONVENTION

NJTV partnered with the NJEA and its local *Classroom Close-Up, NJ* series producers to have a presence at the 2015 NJEA Convention in Atlantic City. The Convention, attended by thousands of New Jersey educators, provided an opportunity to demonstrate NJTV's online education offerings directly to those who most directly benefit from them.

FAMILY PRESCHOOL NIGHT AT THE NEWARK MUSEUM

In both 2014 and 2015, WNET/NJTV distributed educational resources to over 900 families at the event to encourage summer learning at home and provided meet-and-greet sessions with *Thomas and Friends*™.

PBS STUDENT REPORTING LABS

NJTV News on-air reporter Lauren Wanko is a mentor with *PBS NewsHour's* Student Reporting Labs, helping youth from Philips Academy Charter School (a K-8 charter school in Newark, NJ) develop journalism skills through news reporting.



AMERICAN GRADUATE DAY

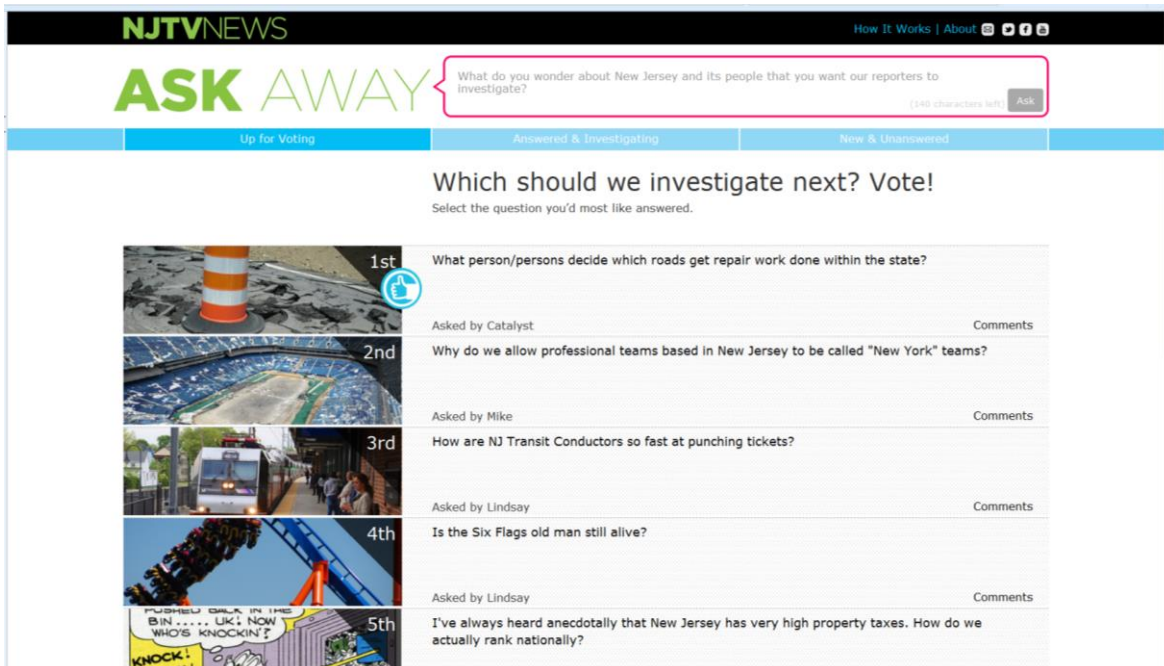
A day-long, live broadcast produced annually by WNET in partnership with the Corporation for Public Broadcasting. Broadcast from Tisch WNET Studio at Lincoln Center, this engagement campaign features over 50 nonprofit partners, 119 public television stations, and over 4 million champions working to keep kids on the path to graduation.

- NJTV has aired the full 7 hours of American Graduate Day each year of the broadcast (2012-2015).
- NJTV produced a "Stories of Champions" segment for the 2014 and 2015 broadcasts.
- *NJTV News* anchors Lauren Wanko and Mary Alice Williams were hosts.
- NJTV held a Champions recognition event at its studio in Oct. 2015 to honor three local "American Graduate Champion" educators.

Emergency Broadcast Service

NJTV is an Emergency Broadcast Service provider, providing New Jersey and its neighbors vital, and immediate, emergency information during times of concern and crisis.






NJTV NEWS: Ask Away Initiative



NJTV NEWS How It Works | About

ASK AWAY

What do you wonder about New Jersey and its people that you want our reporters to investigate? (140 characters left) **Ask**

Up for Voting	Answered & Investigating	Now & Unanswered
<p>Which should we investigate next? Vote! Select the question you'd most like answered.</p>		
<p>1st</p> 	<p>What person/persons decide which roads get repair work done within the state?</p> <p>Asked by Catalyst</p> <p>Comments</p>	
<p>2nd</p> 	<p>Why do we allow professional teams based in New Jersey to be called "New York" teams?</p> <p>Asked by Mike</p> <p>Comments</p>	
<p>3rd</p> 	<p>How are NJ Transit Conductors so fast at punching tickets?</p> <p>Asked by Lindsay</p> <p>Comments</p>	
<p>4th</p> 	<p>Is the Six Flags old man still alive?</p> <p>Asked by Lindsay</p> <p>Comments</p>	
<p>5th</p> 	<p>I've always heard anecdotally that New Jersey has very high property taxes. How do we actually rank nationally?</p>	

NJTV News' new **Ask Away initiative** got underway in 2015. Part of a nationwide initiative called *Curious City* that originated with public radio in Chicago. The news team is fielding questions that people submit and vote on...locally *Brick City Live* and *New Brunswick Today* are also adapting their own versions.

What do you wonder about New Jersey and its people that you want our reporters to investigate? Ask Away at <http://askaway.njtvnews.org>

NJTV NEWS:

A New Broadcast Home Brings the Public into Public Television



NEW STUDIO: 2015 saw the inauguration of the Agnes Varis NJTV Studio at 2 Gateway Center in Newark, NJ. A new hub for the network and broadcast home of the network's weeknight news program, *NJTV News with Mary Alice Williams* and two of its public affairs series, *On the Record with Michael Aron* and *Reporters Roundtable with Michael Aron*, the studio's glass frontage invites passerby to look into the inner workings of productions. An estimated 15,000 people pass by each day, and have the opportunity to contribute their feedback for an NJTV News question of the day segment.

NEW PARTNERSHIP PROJECTS: In addition to the Ask Away project, NJTV has engaged in another exciting partnership this year: NJTV is part of a collaborative investigative reporting project on the local impacts of New Jersey's toxic legacy. NJTV News stories are part of *Dirty Little Secrets*, a partnership between 10 organizations including NJTV, [New Jersey Public Radio/WNYC](#), [WHYY](#), [NJ Spotlight](#), [Jersey Shore Hurricane News](#), [WBGO](#), [New Brunswick Today](#) and the [Rutgers Department of Journalism and Media Studies](#). The collaboration is facilitated by [The Center for Investigative Reporting](#), with help from the [Center for Cooperative Media at Montclair State](#).

NJTV's [three-part series](#) delves into the issue of oil and gasoline contamination from leaking underground storage tanks and the impact on homeowners and the environment.

NJTV Reporter Brenda Flanagan joined WNYC's Soterios Johnson on [WNYC's Morning Edition](#) to discuss the cost of contamination for New Jersey homeowners, and WNYC's Sarah Gonzalez and NJ Spotlight's reporter Scott Gurian joined *NJTV News with Mary Alice Williams* and Brenda Flanagan on the set to discuss the investigative project.

NEWS TEAM RECOGNITION: Michael Aron, NJTV's Chief Political Correspondent and host of *On the Record* and *Reporters Roundtable*, received The League of Municipalities' annual Distinguished Public Service Award in a ceremony held in Atlantic City. "His award is well earned and well deserved," said Lieutenant Governor Kim Guadagno at the ceremony. The League of Municipalities established the award in 2003 to honor "individuals or organizations that have made substantial contributions to New Jersey through distinguished public service." Prior award recipients include former state Governors Brendan Byrne, Jim Florio and Christine Todd-Whitman and Senator Frank Lautenberg.

Aron was named #1 on the [2015 PolitickerNJ Power List](#). The political website called him "the most institutionally knowledgeable political reporter in the state," adding, "Aron has the ability to build sources on all sides of an issue and maintain emotional distance from his subjects. He's the best we've got." *NJTV News* Correspondent David Cruz also made the list at #87 for what PolitickerNJ describes as his "aggressive questioning style."



2015 LOCAL CONTENT AND SERVICE REPORT **COMMUNITY FEEDBACK**

About The Network

"NJTV has become one of the best stations. I am going to donate now to show my support for New Jersey and its wonderful PBS station."

About Local Programming

"I find the news reporting interviews, and especially Mike Aron's roundtables with NJ figures very informative for NJ residents."

"Michael Aron is the only one with any CREDIBILITY on television."

"Thank you PBS for all the great programs that you present on your station, they are all of the best quality. All the best to you in your new location at the Gateway in Newark."